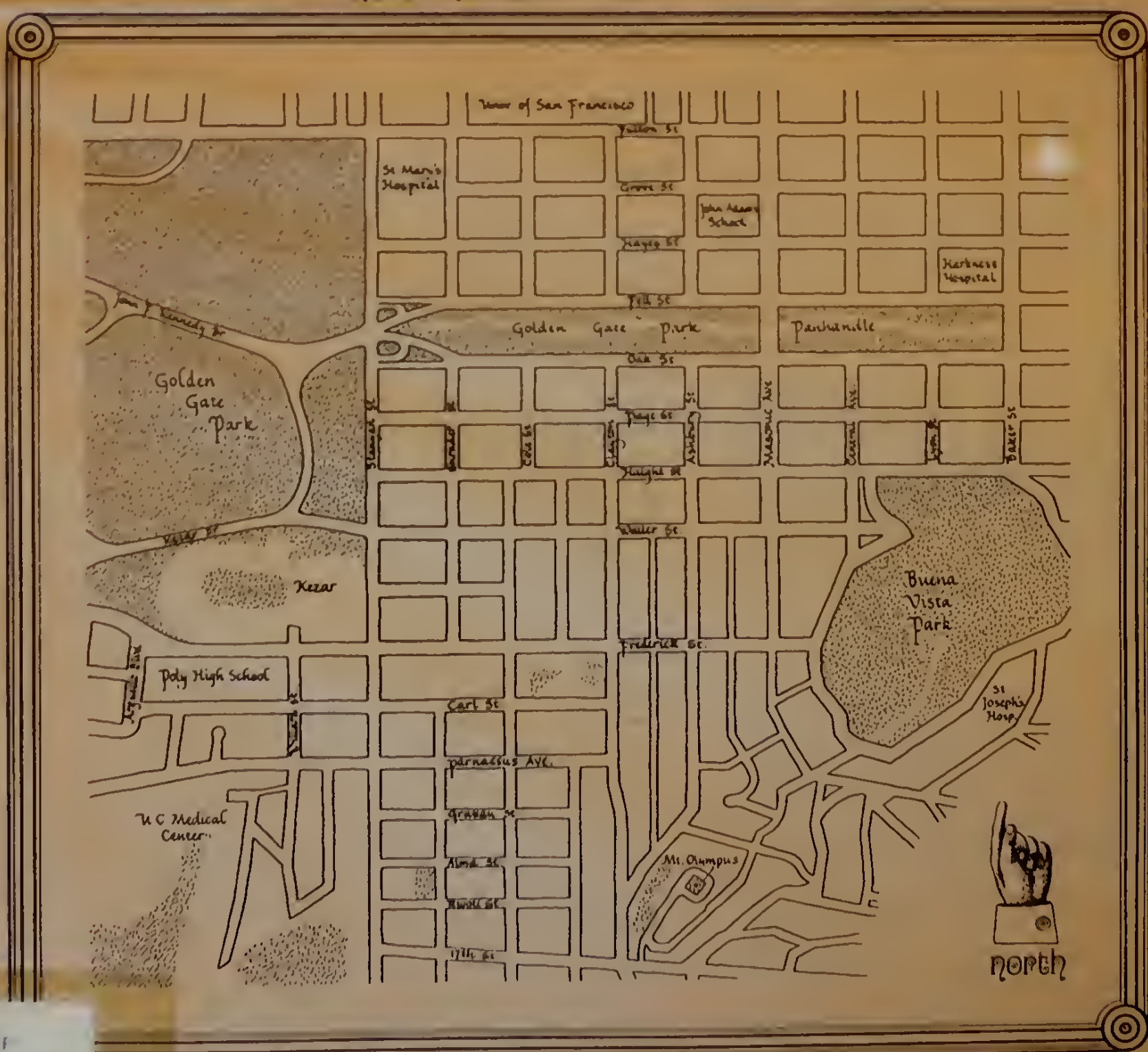


HAIGHT ASTBURY

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*Improvements recommended by
the San Francisco Department
of City Planning • July 1973*



Come
to the
meeting
on
July 26,
7:30 p.m.
at
Kezar
Pavilion

Planning for action the time is now

This report of the Department of City Planning is being sent to all the residents of the Haight-Ashbury community. It contains a number of recommendations for neighborhood improvement and is based on the work the Department has carried out in the Haight-Ashbury for the past two and a half years.

The report is not a "be-all, end-all" plan for the future of the Haight-Ashbury. Rather it is a set of recommended ways for dealing with some of today's problems. This approach does not require a broad consensus on how to deal with every community problem. The neighborhood can pick and choose the ideas it likes and work to see them put into practice.

The report contains recommendations related to housing, community facilities, the Haight Street shopping area, and transportation. The improvement proposals are based on the public reaction to five background studies which have been circulated, discussed at public meetings, and reviewed by various individuals and organizations within the community and on an assessment as to feasibility of new ideas generated within the community.

Community response

The important thing now is for people to read this report and make their reactions known. Effective actions will not occur unless there is strong support from the Haight-Ashbury community. There is a questionnaire on the last page. This is a good way for large numbers of people to let the Department know what they think and to influence the future. Please return it to the Department of City Planning.

In addition, a public meeting has been scheduled for July 26 at 7:30 p.m. in Kezar Pavilion during which the community can express its views to members of the City Planning Commission. More meetings can be held if necessary.

First results

The involvement to date has already resulted in major accomplishments. An extensive rezoning of residential properties and the imposition of strict height and bulk controls in the area will now serve to encourage preservation and maintenance of existing buildings. The inclusion of funds in the City's budget to make physical improvements along Haight Street should also aid the commercial revitalization and overall recovery of the neighborhood's most important street.

Next steps

After hearing from the community the City Planning Commission will be asked to endorse the various ideas and recommendations as a general guide to future programs in the area. Endorsement will mean that an important policy-making branch of City government is committed to lending its support to these and other proposals which will help resolve the complex problems facing the Haight-Ashbury community.

As a first step, the Planning Commission will be asked to instruct its staff to work toward the enactment of future programs. The focus of follow-up activities will depend on such factors as the determination of need, interest and initiative shown within the community, and the availability of financing.

Goals for the future

Specific improvement programs for the Haight-Ashbury should fall within a framework of some established ideas on the kind of community people want. In order to be realistic, these ideas -- or goals -- should be tied to an understanding of what now exists and where things seem to be heading. Three major goals are discussed below. Actions recommended for achieving these goals are presented in the housing, community facilities, Haight Street, and transportation sections of the report.

GOAL 1

Encourage social diversity

The present social diversity in the Haight-Ashbury is a major positive characteristic. Families and single people, young and old, rich and poor, straight and hip, black, white, and oriental -- all now live in the Haight-Ashbury in substantial numbers.

Yet many feel this diversity is tenuous. Change has been rapid during the past 20 years. The population has become noticeably younger, the number of families has declined markedly in proportion to the number of single people, a much larger part of the population is now made up of minorities, and residents are much more mobile now than previously.

Some of these trends, if continued, could threaten the present diversity. Efforts should thus be made to retain the existing diversity and to stabilize the neighborhood.

GOAL 2

Maintain and improve the quality of the environment

The hills, parks and greenery, and scale and character of the buildings combine to give the Haight-Ashbury a sense of containment and neighborhood identity that is rare in urban areas. There are also problems, however. Deteriorating or poorly maintained buildings are too much in evidence. Certain sections of the neighborhood are largely devoid of vegetation and green space. Living conditions along many streets are impaired by heavy traffic, excessive noise and street litter.

Although there have been some recent encouraging improvements, much remains to be done to enhance and preserve the quality of the neighborhood environment.

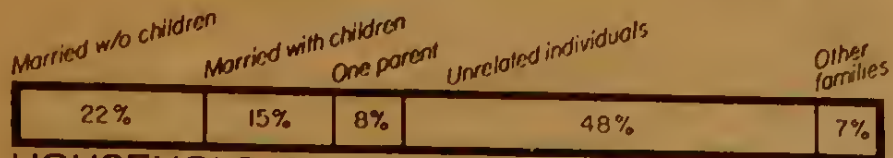
GOAL 3

Promote the economic well-being of people in the Haight-Ashbury

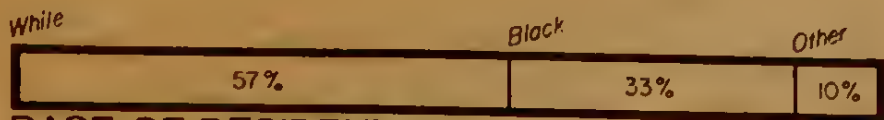
Many Haight-Ashbury residents and merchants are struggling to make ends meet. Incomes are 20 percent below the citywide average, unemployment is high, and many residents spend over a third of their income for housing. The level of retail business activity along Haight Street and in other parts of the neighborhood also remains inadequate despite recent signs of recovery.

Strong efforts should thus be made to generate employment, limit increases in housing costs, and stimulate business growth both for the benefit of local merchants and to create jobs for Haight-Ashbury residents.

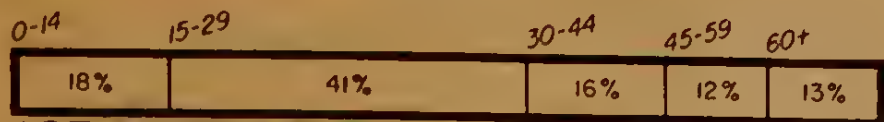
HAIGHT-ASHBURY NEIGHBORHOOD CHARACTERISTICS



HOUSEHOLD CHARACTERISTICS



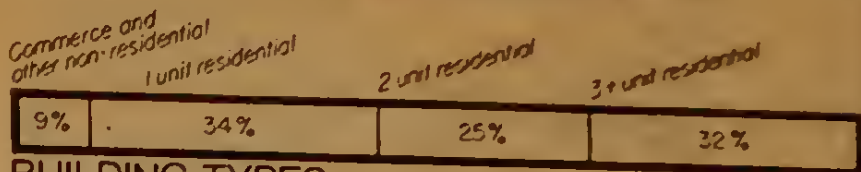
RACE OF RESIDENTS



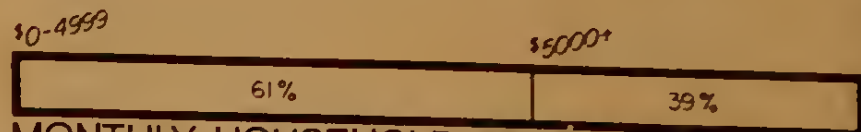
AGE OF RESIDENTS



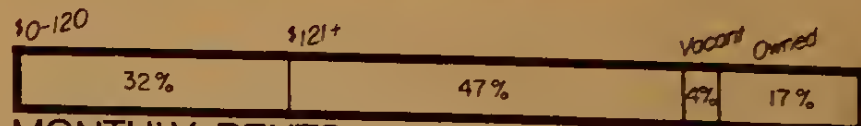
LAND USE



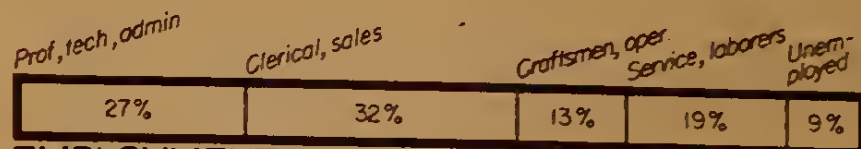
BUILDING TYPES



MONTHLY HOUSEHOLD INCOME



MONTHLY RENTS



EMPLOYMENT

Source: Based on 1970 data U.S. Bureau of the Census and San Francisco Department of City Planning

HOUSING

SUMMARY

The major housing objective in the Haight-Ashbury is to IMPROVE AND MAINTAIN THE EXISTING HOUSING STOCK TO MEET THE NEEDS OF COMMUNITY RESIDENTS.

Since 1971, housing conditions have improved, and code compliance has been initiated in many multi-unit buildings with the more hazardous conditions. Much remains to be done. Improvements are needed to assure minimum standards of health and safety, to better the living environment and to preserve and extend the life of buildings in the neighborhood. Improvement costs will be substantial in some buildings and financial assistance may be needed for both owners and tenants. When buildings have been improved, the need to encourage residential stability and continued maintenance will remain.

HOUSING CONDITIONS

POLICY

Improve housing conditions in the Haight-Ashbury

Existing housing programs are either inadequate or underfunded. Urban renewal and redevelopment are not appropriate for the Haight-Ashbury. On the basis of worst buildings first, codes are now being enforced in buildings of three or more units throughout the city. This affects scattered buildings in the Haight-Ashbury and the program has not been given the resources required to alleviate economic hardship or to encourage private investment. Federally Assisted Code Enforcement (FACE), proposed for the area between Waller and Seventeenth Street in December 1970, may not be funded in view of cutbacks in Federal expenditures. New approaches, involving both public and private resources, have recently been endorsed by the Board of Supervisors as part of a City-sponsored Rehabilitation Assistance Program.

RECOMMENDATION 1

Improve buildings to minimum standards of health and safety.

Minimum standards of health and safety for existing buildings are included in the City's Housing Code. In general, these standards are more lenient than those regulating new construction, and are primarily concerned with safety hazards. They do not require changes in most situations which were legal at the time of construction and have been well maintained (e.g., knob and tube wiring or pull chain toilets). Typical improvements which might be required are listed in the table below along with estimated costs. Inadequate fire exits or fireproofing, and deteriorated or overloaded plumbing, electrical and heating systems represent the most serious code problems in the Haight-Ashbury. Major structural repairs are rarely required. Surveys and community discussions have shown that most residents agree that buildings should be improved to meet minimum health and safety standards.

The median cost of code compliance rehabilitation in the Haight-Ashbury is estimated to be \$1,500 per dwelling unit. This estimate is based on actual rehabilitation costs in other areas similar to the Haight-Ashbury where all buildings have been brought up to code.

Estimated Rehabilitation Costs

(for a typical 2-4 unit wood frame building)

Individual Repair	Estimated Cost
Repainting exterior	\$1,000-2,000/building
Repainting interior	\$400-500/unit
New outlets	\$30-50/outlet
New ceiling fixture	\$30/fixture
Complete rewiring	\$400-1,000/unit
Replumbing	\$1,000 to change wastes; \$600-1,000 for new pipes
Modernized bathroom	\$300-400/bathroom
Modernized kitchen	\$400-800/kitchen
New roofing	\$600-800/roof
Wood floor refinishing	\$.55/square foot
New windows	\$40-80/window
New doors	\$25-30/door
New tiled floors	\$75-200/room
New carpeting	\$11/yard
Rebuilding stairs	\$600-700/landing
New stair handrails	\$60-80/landing
New fences	\$5/running foot
New space/wall heater	\$150-250/heater
New hotwater heater	\$150
New forced air heating	\$800/unit



RECOMMENDATION 2

Provide adequate financial assistance to residents making improvements.

Some residents of the Haight-Ashbury can't qualify for real estate or personal loans because of their incomes; others cannot qualify because of large loans already outstanding. In addition, banks, savings and loans, and insurance companies have frequently considered the Haight-Ashbury a high-risk area and have not extended conventional terms to neighborhood residents. A major commitment of both public and private resources will be needed to help residents improve their properties.

The Rehabilitation Assistance Program recently endorsed by the Board of Supervisors envisages flexible loans designed to meet the needs of property owners rehabilitating their buildings in designated areas of the city. Funds would initially be available in the three existing FACE areas and in the proposed Upper Ashbury and Inner Richmond FACE areas. As presently proposed, the program would operate using both a Rehabilitation Loan Fund and a revolving Hardship Loan Fund. The Rehabilitation Loan Fund would provide loans to neighborhood property owners at below market rates of interest on the basis of need. The Hardship Loan Fund would provide additional financial assistance to owners unable to qualify for loans from other sources. This assistance would be in the form of interest-free loans with no repayment required until sale or transfer of the property. Negotiations with private banks and foundations are presently under way to obtain the necessary financial support for this program. The City's local tax revenues are being explored as an additional source of funds.

A privately administered loan pool should also be established for the Haight-Ashbury on the basis of separate or joint commitments of loan funds by individual banks and savings and loan associations. By spreading the risk in this way, a larger commitment of private resources might be possible. These loan funds, in conjunction with public guarantees or subsidies, could be used to provide for longer repayment periods, less costly refinancing, and more flexible credit criteria than are presently available to neighborhood residents. Longer term market-rate refinancing, in particular, could substantially reduce monthly debt service costs for owners financing needed improvements. SAMCO (Savings Association Mortgage Company) represents a current effort of the Bay Area savings and loans to pool their resources for lending activities, and their involvement should be encouraged.

Another way to provide financial assistance to residents making improvements would be to make less expensive and more comprehensive insurance terms available. The neighborhood should seek agreement from insurance firms to extend conventional insurance terms on the basis of code compliance certificates. Surcharges under the California FAIR plan (Fair Access to Insurance Requirements) should be prohibited where owners can demonstrate code compliance.

RECOMMENDATION 3

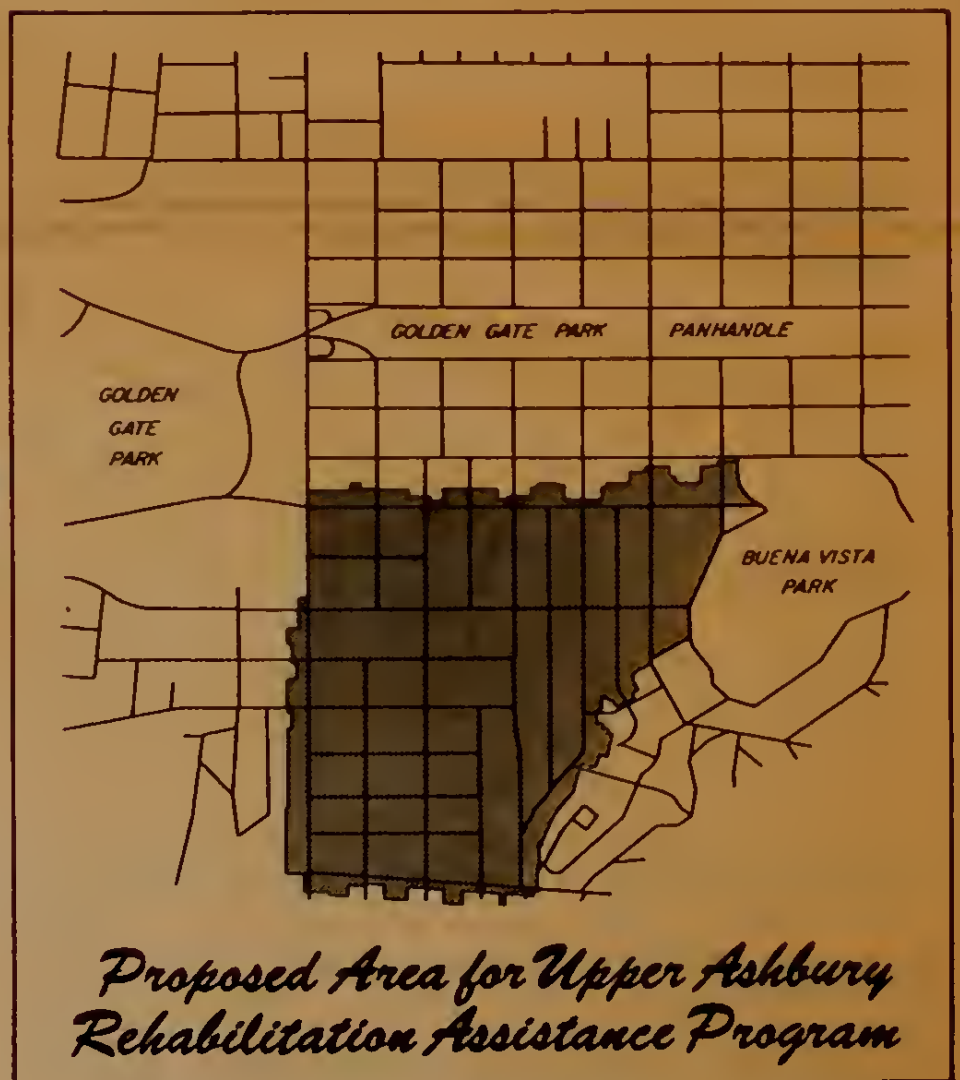
Assure equitable coverage of all buildings in the neighborhood by staging code enforcement and financial assistance throughout the neighborhood over a period of five years.

Residents and property owners are concerned that everyone receive equal benefits on the basis of

need and that everyone eventually be required to improve his housing to minimum standards. It is likely that a substantial number of people would not invest in rehabilitation without some assurance that owners of surrounding properties will do the same. Therefore, the entire neighborhood could be designated a Neighborhood Conservation Area. This designation must be made by the Board of Supervisors, and would carry with it a commitment to enforce minimum housing standards and provide financial assistance with improvements in all buildings in the neighborhood.

At the present time, the Haight-Ashbury between Waller Street and 17th Street has been proposed for this type of assistance. A separate designation for the rest of the Haight-Ashbury should be made as soon as possible if residents of the area support the proposed City sponsored Rehabilitation Assistance Program. This could increase resident confidence in the future of the neighborhood and could encourage greater availability of conventional financing and insurance. Designation as a Neighborhood Conservation Area would also carry with it access to whatever program of financial assistance is ultimately developed for property owners in the Upper Ashbury.

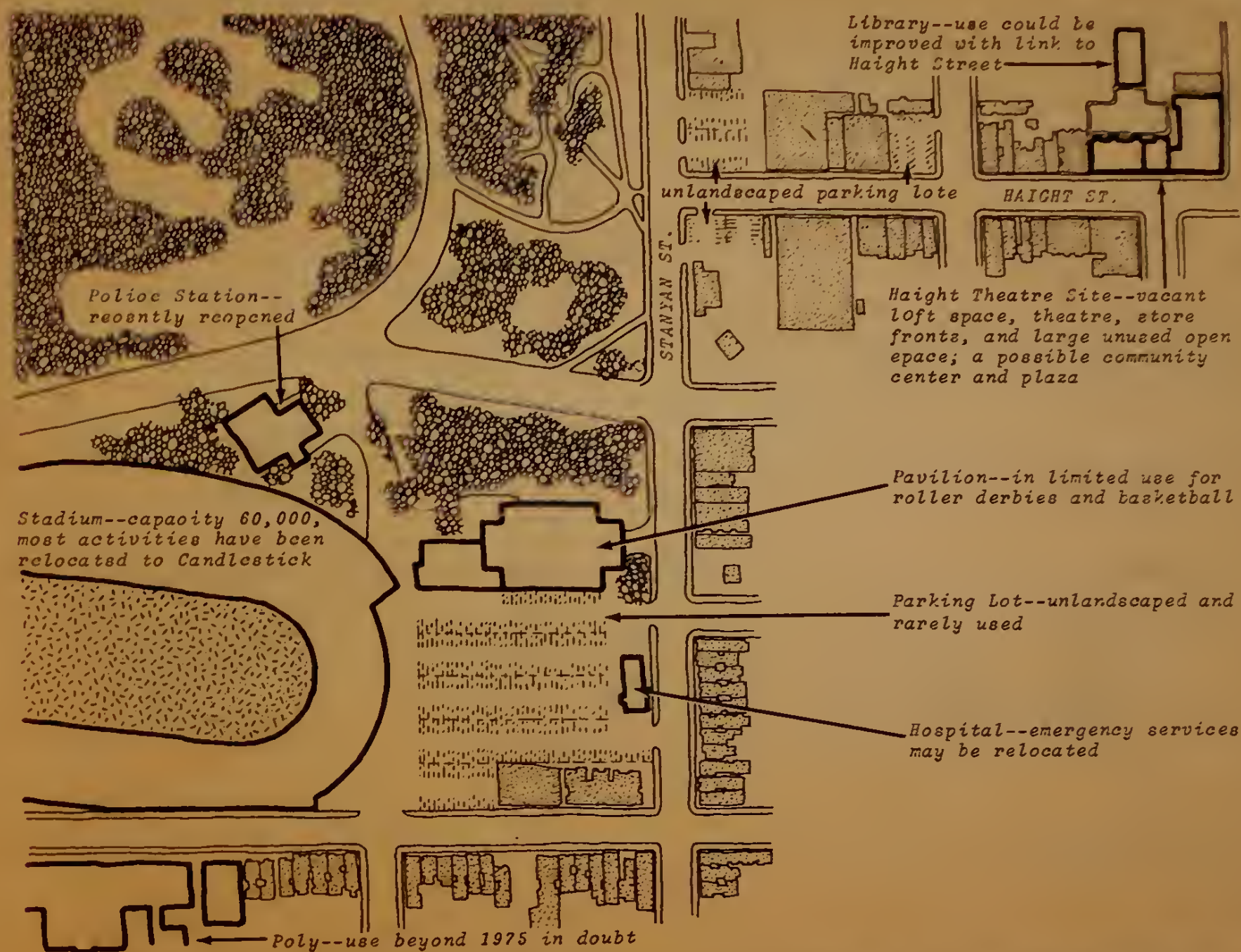
This locally assisted code enforcement and rehabilitation program for the Haight-Ashbury would be administered by the City's Property Conservation Department in conjunction with a Citizens Advisory Committee and neighborhood organizations.



RECOMMENDATION 4

Minimize hardships which might result from the enforcement of minimum health and safety standards.

Most residents are concerned about hardships which might result from immediate and stringent enforcement of codes. In order to minimize costs, the codes have recently been modified to permit the use of less costly materials. In addition, voluntary compliance should be encouraged wherever possible, and qualified residents should be permitted to do their own work. Residents should also be permitted to stage necessary improvements over a reasonable period of time and special consideration should be extended to owners of rental units who agree to



HAIGHT STREET MEETS GOLDEN GATE PARK

City and retained as open space. The majority of Mt. Sutro was zoned "Open Space" in the recently enacted height and bulk ordinance and efforts should be continued to preserve this important open space and provide for greater public use.

RECOMMENDATION 3

Encourage more extensive neighborhood use of recreation facilities (gyms, playing fields, swimming pools) at schools and universities located in the neighborhood.

RECOMMENDATION 4

Landscape open parking lots, and school and church grounds to increase the feeling of nature in the neighborhood.

The NEIGHBORHOOD POLICY

Improve neighborhood educational, health, social, and cultural services

RECOMMENDATION 1

Coordinate earthquake proofing and other needed school improvements.

The Field Act requires that all public schools be brought up to earthquake safety standards by

1975. This will require substantial renovations at three of the four public schools in the neighborhood.

- Dudley Stone School will be closed between June 1973 and February 1974. The estimated cost of improvements is \$461,000. Improvements which should be considered in addition to earthquake proofing include landscaping the area in front of the building and expansion of the inadequate playground space.

- Andrew Jackson School may be closed between June 1975 and February 1976. It is estimated that \$360,000 will be needed to reconstruct the auditorium and replace the rest of the school with transportable classrooms. A permanent facility should be maintained on this site as there are no other elementary schools nearby.

- The estimated cost of Field Act improvements to Polytechnic High School is \$3,396,000. There has been no decision yet to schedule these improvements and there are no plans for the use of the facility after February 1975. Detailed investigation of the alternative uses of this site should be undertaken.

RECOMMENDATION 2

Explore the possibility of a community arts or cultural center on the Haight Theater site.

Such a center could offer space for workshops, rehearsals, classes, art exhibits, and performances for community groups and individuals as well as a performance site for visiting groups from outside of the Haight-Ashbury. The theater, Masonic Lodge, and a third building border on a large open area that could become a plaza linking the library on Page Street with the Community Center and Haight Street.

COMMUNITY facilities

SUMMARY

The Haight-Ashbury's central location and diverse population, its proximity to major parks, open spaces, hospitals, and universities, and its broad range of small-scale social, cultural, and health services combine to create both unique problems and opportunities for neighborhood residents. The most important issues seem to revolve around improved maintenance and increased public use of existing facilities, the establishment of growth guidelines for neighborhood hospitals and universities, and the adequacy and location of neighborhood-oriented services.

- Coordinated efforts between the hospitals and neighborhood health clinics to assure adequate health services for all community residents at costs they can afford.

- Assistance from the University of San Francisco with needed neighborhood legal services and business counseling. Course offerings dealing with other areas of community concern should be explored by all of the institutions.

- Collective efforts on the part of the hospitals and universities to expand job opportunities for neighborhood residents. A jointly sponsored job training and placement program is needed.

- Assistance in the maintenance of neighborhood surroundings through such actions as tree planting along residential streets and landscaping in front of the parking garage at Carl and Hillway.

HOSPITALS and UNIVERSITIES

POLICY

Establish guidelines for future growth

RECOMMENDATION 1

Future development should be strongly influenced by environmental considerations.

The heavy concentration of major institutions in the area has resulted in some development which is incompatible with the scale and character of surrounding development, has generated serious traffic and parking problems, and has, in other ways, impaired the quality of neighborhood environment. The height and bulk guidelines adopted by the City in 1972 encourage improved compatibility in new construction. Additional efforts to protect the character of the community are needed.

RECOMMENDATION 2

Medical facility expansion should be consistent with the comprehensive health service needs of San Francisco and the Bay region.

Institutions within the Haight-Ashbury principally serve a much larger population. In the past, there has been little or no coordination of growth plans between the separate facilities operating in the neighborhood.

RECOMMENDATION 3

There should be no facility expansion beyond present land holdings or beyond that called for in approved master plans.

To the extent possible, increasing demands for services should be met through better utilization of existing facilities in the neighborhood and expansion to vacant or underutilized facilities outside of the Haight-Ashbury.

RECOMMENDATION 4

The institutions should participate more fully in the resolution of problems created by past or future growth.

Possibilities for improving the impact of institutions on the community include:

RECREATION and OPEN SPACE

POLICY

Improve maintenance and public use of open space, recreation, and park facilities

RECOMMENDATION 1

Improve the use and appearance of the southeast corner of Golden Gate Park.

Explore the following issues as part of the development of the Master Plan for Golden Gate Park:

- Future use of Kezar Stadium with emphasis on making the stadium more harmonious with park surroundings, and reducing the seating capacity of the stadium if and when any seating capacity is surplus to Recreation and Park Department needs.

- Future use of Kezar parking lot and the possibility of converting the lot to landscaped recreational area or, if portions of the lot are needed for parking, charging fees which would be used for further park improvements.

- Future use of Kezar Pavilion with emphasis on increasing neighborhood oriented recreational activities.

- Improvement of Park Police Station to provide additional neighborhood-oriented police services to the Haight-Ashbury, long-range consideration of improved neighborhood location outside of the park.

- Future use of Park Emergency Hospital if existing services are relocated.

RECOMMENDATION 2

Preserve existing open space in the Haight-Ashbury.

Tank Hill and the Ryder property at Seventeenth Street and Stanyan should be purchased by the

ACCESSIBILITY

POLICY

Make commercial and noncommercial activities more accessible

RECOMMENDATION 1

Assure adequate parking for automobiles and commercial vehicles.

A parking survey conducted by the Department of Public Works in November 1972 determined that there was no immediate need for additional parking space in the Haight Street commercial zone. Nevertheless, any continuation of the commercial recovery will be accompanied by increased parking congestion -- especially if substantial numbers of customers come from areas beyond walking distance. The number of parking spaces could be increased either through construction of off-street lots or conversion from parallel to diagonal parking on side streets -- particularly on Masonic between Page and Waller. Future surveys should examine the parking needs of commercial vehicles and determine the adequacy of existing yellow zones.

RECOMMENDATION 2

Improve public transit service on Haight Street.

Provision of adequate parking would facilitate the flow of transit vehicles, but it may be desirable to also equip buses and trolleys with signal preemption devices to trigger traffic lights in their favor. Transit stops -- particularly the transfer points at Haight and Masonic -- should have extended sidewalk passenger platforms, benches, shelters, landscaping, and complete route information for the lines using the stops. Transit stop improvements would also significantly upgrade the appearance of the street. The granting of stopover privileges at no extra charge is another improvement in public transit service that might deliver more customers to the area.

PHYSICAL ENVIRONMENT

POLICY

Improve the physical environment along Haight Street

RECOMMENDATION 1

Undertake a Street Beautification Program.

A successful beautification program will require both private and public effort. The public input should focus on such things as street and sidewalk alterations, landscaping, sidewalk furniture, and street lighting. Merchants and property owners should concentrate on improvements to private property. These might include awnings, window displays, attractive signing, and the exterior painting of buildings. Merchants should also take responsibility for daily sidewalk cleaning. The City should keep the street clean and provide an adequate number of trash receptacles. Problems related to the dog population might best be dealt with through periodic sweeps conducted by the SPCA.

RECOMMENDATION 2

Initiate a concentrated code enforcement program along Haight Street between Central and Stanyan.

The purpose of code enforcement would be to assure minimum standards of health and safety and to encourage maintenance and retention of

existing buildings. A building conditions survey conducted along Haight Street in June, 1972, clearly established the financial feasibility of rehabilitation. Nevertheless, concentrated code enforcement should not be undertaken without availability of reasonable financing to make the necessary repairs.

ASSISTANCE

POLICY

Provide financial & technical assistance to merchants & property owners

RECOMMENDATION 1

Make loans available for working capital, equipment purchases, and property improvements.

Ready availability of financing for property improvements will be particularly important in the event of a concentrated code enforcement program along Haight Street. Property improvement loans should be made at terms owners can afford. This may require a public commitment similar to that described in the housing section of this report for the Rehabilitation Assistance Program. Loans for working capital and equipment purchases should be made at market rates of interest and carry normal repayment periods. The two banks on the street should take an active role in stimulating further commercial growth. They should be flexible in their approach to unconventional store types, and should aggressively market loans to promising concerns. Full advantage should be taken of the Small Business Administration's lease and loan guarantee programs. Direct SBA loans, offering liberalized borrower qualification criteria and lower interest rates, should also be explored.

RECOMMENDATION 2

Make property and commercial crime insurance available at lower costs.

Both forms of insurance are normally available to merchants and property owners along Haight Street only under the California FAIR plan (Fair Access to Insurance Requirements). The surcharges that frequently go with FAIR plan coverage can increase the cost of insurance to an amount that far exceeds the cost of a conventional policy. Commercial crime insurance (burglary and theft) is so expensive that most merchants are unable to afford the premiums and therefore operate with no coverage. Since the incidence of fires and the crime rate in the area are both at or below citywide averages, private companies should make conventional coverage more widely available. In addition, merchants who operate similar store types (drugstore, grocery store, etc.) should consider collectively purchasing insurance to obtain volume reductions in premiums.

RECOMMENDATION 3

Offer management and technical assistance.

The rapid turnover of commercial tenants in the past and the number of marginal businesses still operating on Haight Street suggest a variety of needs for management and technical assistance. Technical assistance organizations such as PACT should be encouraged to increase their involvement along Haight Street. Counseling should be provided for all facets of business operations: purchasing, advertising, selling, handling payroll and tax forms, bookkeeping, etc. Loan packaging is another form of technical assistance that can be specifically tied to the availability of commercial financing. Lenders have cited the inability of many small merchants to properly package loan requests as a major source of the difficulty experienced in obtaining loans.

RECOMMENDATION 3

avoid overconcentration of drug treatment and mental health facilities in the Haight-Ashbury.

There appears to be an overabundance of such services in the community at the present time. New services should be distributed throughout the city.

RECOMMENDATION 4

concentrate neighborhood service facilities in the commercial zones.

Existing zoning ordinances already encourage this. The activity generated by many neighborhood services is more compatible in commercial than in residential zones. Concentration in smaller, identifiable areas also increases people's awareness of the services available. The possibility of placing a variety of neighborhood services in a single building or cluster of buildings should be explored. The potential this offers for reducing space needs and sharing

staff, rent, overhead, and equipment could result in substantial savings.

RECOMMENDATION 5

Improve the provision of neighborhood health services.

There are many inadequacies in the health system serving residents of the Haight-Ashbury. Improvements which should be pursued include:

- Establishment of a public health subcenter in the Haight-Ashbury as recommended in the 1966 Master Plan (possible location at Park Emergency Hospital).
- Extension of hours and lowering of fees on a sliding scale at neighborhood hospital clinics.
- Provision of more adequate funding for neighborhood health clinics based on closer coordination between these groups to provide a comprehensive system of neighborhood health services.

HAIGHT STREET

SUMMARY

The Haight Street shopping area has shown strong signs of recovery. The crime rate has fallen dramatically, vacancies have declined, sidewalks are noticeably cleaner, and numerous buildings have been painted or otherwise improved. On the other hand, many of the stores are understocked, undercapitalized, and appear to be marginal businesses. A high proportion of the storefronts are occupied by noncommercial uses. As a result, the street is still characterized by a limited range of shopping opportunities.

A market study conducted by the Department of City Planning showed that most of the goods and services sold along Haight Street are purchased by people living within a very small trade area: Oak-Baker-Buena Vista Park-Frederick-Stanyan. Substantial increases in sales within this area are possible. Nevertheless, customers must be attracted from a larger area in order to support more than about three and one-half blocks of retail activity in the six-block commercial zone.

The favorable location of Haight Street offers an important opportunity to increase shopper support from outside of the present trade area. Its proximity to Golden Gate Park, the presence of large institutions, the densely populated nature of surrounding areas, and the existence of several major traffic routes nearby combine to create large potential markets. The realization of this market potential will require a broad scope of actions to improve the shopper attraction of the street.

Haight Street should also be viewed as more than a shopping district. It is a source of community identity and serves the social, cultural, and recreational needs of the neighborhood. This means that the total range of activities that relate to the community should be considered: health, public safety, job training, child care, the arts, etc. The street should thus reflect the diverse, integrated mix.

SHOPPING OPPORTUNITIES

POLICY

Expand the range of shopping opportunities

RECOMMENDATION 1

Exercise care in the selection of new tenants.

This is primarily the responsibility of property owners. An effort should be made to encourage a proper balance of store types which can satisfy consumer needs in the present trade area between Oak and Frederick as well as attract large numbers of people from beyond this area.

A strong tenant mix is particularly essential to achieving substantial support from outside of the Haight-Ashbury. The emphasis in tenant selection should thus be on quality shops that cater to the special needs of a larger population in addition to the neighborhood-oriented goods and services identified in the market study. Opportunities for park-related commercial uses should be explored near Golden Gate Park.

RECOMMENDATION 2

Recruit one or more "anchor" tenants capable of attracting large numbers of shoppers from a wide area.

This could further improve the business climate, provide added support to smaller stores, and stimulate the interest of prospective new commercial tenants. The type of business selected should contribute to a unique or specialty flavor along the street. Examples might include a major apparel chain such as The GAP or a food store with unusual appeal such as the Berkeley Co-op. Even a nonretail use, such as the Surf Theater which specializes in classic foreign and American films, could generate considerable nighttime and weekend activity. Since a major tenant would require a large area with adequate parking, the most likely location is toward the western end of Haight Street. Two specific possibilities might be the old Safeway building at Haight and Shrader and the Haight Theater site at Haight and Cole.

BART and the Muni subway go into operation. A covered escalator connecting Irving and Parnassus just east of Third Avenue is one possibility. An alternative solution may be construction of an elevator on the exterior of the New Clinics Plaza and an escalator connecting the Plaza with Parnassus.

RECOMMENDATION 4

Reduce pedestrian-vehicular conflict on Parnassus.

Traffic signals should be installed at the two crosswalks in front of Mulberry Union and the New Clinics Building. Jaywalking at other locations could be discouraged by placing raised medians or planters in the center of the street. The closing of Parnassus and creation of a campus mall may be a long-range possibility if the Muni subway is extended from the Sunset tunnel to Ninth Avenue and a serious increase in congestion on Irving can be prevented.

RECOMMENDATION 5

Explore the possibility of making Arguello the major access route to UC.

This would control automobile access to the University, reduce traffic on other streets in the area, and provide a direct route to the two garage complexes near the intersection of Arguello and Irving. Improvements at the Frederick-Kezar intersection would be required, the left turn from Lincoln onto Fourth Avenue should be eliminated, and traffic coming from the east should be directed to Arguello via Stanyan and Frederick. Major protective actions could be taken to screen houses from traffic and to enhance the living environment along the access route. Possibilities include sidewalk widenings coupled with heavy landscaping and large trees, construction of a low wall separating sidewalks from the street, and placement of landscaped medians on Frederick and Arguello to reduce the effect of traffic and further impart a sense of greenery in the area. Space could be retained for parallel parking.

RECOMMENDATION 6

Establish off-street parking requirements for the hospitals and universities based on the limitations imposed by the city's street system and the environmental impact on the neighborhood.

● In the case of the University of California Medical Center, there probably should be no major additions to the supply of off-street parking spaces. Instead, the University should be encouraged to assist in providing alternative means of transportation.

● The University of San Francisco should provide the 624 off-street spaces agreed to with the Department of City Planning several years ago. At present the University has 570 of the 624 spaces.

● Under its current expansion program, Saint Mary's is adding 124 off-street spaces to its existing supply of 134. This should handle the traffic generated by the present expansion and overcome some of the parking congestion caused by past expansion.

● Harkness Hospital has 100 off-street parking spaces. Growth plans for the hospital are presently unclear. A master plan should be submitted to the City Planning Commission before any physical expansion takes place. Determination of any future off-street parking requirements should be made at that time.

PARKING

POLICY

Provide adequate parking for residents near their homes

RECOMMENDATION 1

Convert some selected areas from parallel to diagonal parking in order to increase the number of on-street spaces for residents.

A study conducted earlier by the Department of City Planning ("Haight-Ashbury Transportation") identified over 60 blocks within the neighborhood where conversion to diagonal parking may be both feasible and desirable. Since residents in some areas oppose any additions to the supply of on-street parking, decisions on where action should be taken must be made on a block-by-block basis.

RECOMMENDATION 2

Institute time-limited parking in heavily congested residential areas.

This may be important in the vicinity of the institutions. A two-hour time limit between 7 a.m. and 6 p.m. is one possibility. If coupled with preferential parking permits exempting residents from the time restriction, this would eliminate most of the problem in these areas. Such an action may be unconstitutional (discrimination against users of a public street), and the idea requires further investigation.

RECOMMENDATION 3

Paint curb areas red that are too small for parking.

RECOMMENDATION 4

Enforce the law against extended parking (over 72 hours).

☆☆☆ PLEASE FILL OUT THIS QUESTIONNAIRE AND MAIL TO: DEPARTMENT OF CITY PLANNING, 100 LARKIN ST., SAN FRANCISCO, CA, 94102 ☆☆☆

HAIGHT STREET		YES	NO	?	TRANSPORTATION		YES	NO	?
Do you favor these proposals for Haight Street:					Do you agree with most of the proposals to increase safety and protect residential areas from heavy traffic? (See pp. 10, 11)				
Street beautification to improve the appearance of the street and sidewalk areas?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Are there any with which you disagree?	
Code enforcement combined with loans to encourage building improvements?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Recruitment of an "anchor" tenant (restaurant, apparel, foodstore, etc.) to attract more shoppers?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Encourage neighborhood social services and cultural and recreational activities as well as businesses along Haight Street?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
PARTICIPATION									
Are you willing to get involved in putting these proposals into effect?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Attend the meeting at Kezar Pavillion on Thursday evening, July 26, 1973, at 7:30 p.m.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Attend other meetings regarding these proposals?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Become active in neighborhood organizations?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Would you like more background information? Concerning?					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
					OTHER IDEAS OR COMMENTS -- Attach separate sheet if desired.				

TRANSPORTATION

SUMMARY

The overriding transportation problem in the Haight-Ashbury is the fact that there are too many cars on neighborhood streets. Many, if not most, residents feel that the quality of their living environment has deteriorated in ways that can be directly related to the automobile.

Because of the neighborhood's density and central location, and because of the presence of large institutions, it is unrealistic to expect a major reduction in the number of people traveling to, from, and through the Haight-Ashbury. The focus of improvement actions should be on (1) encouraging people to use other forms of transportation and limiting future increases in auto traffic, and (2) reducing the negative impact of those cars that will continue in the area.

Residential Protection

POLICY

Protect residential areas from excessive automobile traffic

RECOMMENDATION 1

Increase safety and provide protective buffering along heavily traveled portions of Seventeenth Street, Stanyan, Parnassus, Frederick, Clayton, Ashbury, Masonic, Oak, Fell, Hayes, Fulton, and along the portion of Carl which serves as a route for the N-Judah streetcar line.

This should be accomplished through the use of such measures as stop signs, traffic signals timed for desirable speeds, well-lighted and clearly defined pedestrian crossings, trees, street furniture, low walls, and additional landscaping.

RECOMMENDATION 2

Restrict traffic on Waller east of Stanyan and west of Masonic and on Parnassus east of Stanyan and west of Clayton.

Both streets carry heavy amounts of traffic during morning and afternoon peak periods. The narrowing and landscaping of appropriate intersections and the use of stop signs should be considered.

RECOMMENDATION 3

Encourage turns at the intersections of Fell and Oak with Stanyan.

The small roadway loops provided for turns at these two intersections are presently underutilized and many cars appear to pass through the community along local streets as a result. Better directional signs should be placed well in advance of the loop exits.

RECOMMENDATION 4

Improve the intersection at Kezar Drive and Waller to encourage through traffic to use Kezar rather than Waller.

Directional signs encouraging better utilization of the Oak-Stanyan loop would reduce the flow of through traffic entering Waller from the west. Signs improving the present warning of the reduction of eastbound traffic lanes on Kezar

from two to one lane at the intersection with Waller are also needed. The lane reduction itself could be made more gradual. A further step, closing Waller between Kezar and Stanyan except to emergency vehicles, should also be considered.

RECOMMENDATION 5

Improve the intersection of Central and Fulton.

Activity at this intersection is complicated by heavy traffic on Fulton, frequent turns executed by the No. 5-McAllister bus and other vehicles, and the location of the Petrini parking lot with entrance and exit points on both Fulton and Central.

RECOMMENDATION 6

Preserve and enhance the residential environment along lightly traveled streets.

Most parts of the neighborhood are served by streets which do not carry large volumes of through traffic. These "protected residential areas" should be strengthened. Actions could include narrowed intersections, other curb realignments to discourage through traffic or facilitate parking, street trees, and additional landscaping.

INSTITUTIONS

POLICY

Reduce congestion around the hospitals and universities

RECOMMENDATION 1

Form a shuttle-bus service connecting the University of California Medical Center with areas where large numbers of employees, students and patients live and where present transit service is inadequate.

Almost 60 percent of the students and over 25 percent of the employees live within a one-mile radius of the campus. Large numbers of employees also live in the Marina and Richmond districts and in the Sunset just beyond the one-mile radius. Provision of convenient transit service to the groups in these areas might significantly reduce daily automobile trips to the campus.

RECOMMENDATION 2

Expand the present system of commuter buses linking the University of California Medical Center with areas outside of San Francisco.

There are presently four such buses serving Marin County. The need for separate service to this area could be reduced by the opening of a Golden Gate Bridge Authority bus route on Nineteenth Avenue with passenger transfers to the Muni at key locations. UC should also begin commuter bus service to the Peninsula.

RECOMMENDATION 3

Improve vertical transportation between Irving and Parnassus on the UC campus.

This is particularly important in view of the increased patronage expected on the N-Judah once

PUBLIC TRANSIT

POLICY

Provide convenient and efficient public transit service

RECOMMENDATION 1

Improve access to major destinations now under-served.

• Create a new crosstown route which would include the UC Medical Center and run along Stanyan and Arguello to Letterman Hospital and the Marina district. This would also link Saint Mary's, USF, and various activity centers in the Inner Richmond, filling the present gap in crosstown service between Ninth Avenue and Masonic.

• Modify the route of the 33-Ashbury to pass the Sixteenth Street BART station and to run on Folsom and Harrison. This would improve feeder service to the BART system and increase the convenience of round-trip travel on the 33-Ashbury.

• Reroute the 6-Masonic and the 66-Quintara along Cole to Frederick from its present course along Clayton to Frederick once the Muni subway goes into operation. This would provide an important connection with the N-Judah and pick up the Cole-Carl commercial district as well.

RECOMMENDATION 2

Provide bus benches and shelters at stops to make waiting more comfortable for passengers and to encourage more use of public transit.

Also, complete route information should be placed at the Haight-Masonic intersection, the major transfer point in the community. The present Muni bench plan calls for benches at 16 locations in the Haight-Ashbury. Ten serve the lightly traveled 43-Roosevelt and six serve the 21-Hayes near Harkness and Saint Mary's hospitals.

RECOMMENDATION 3

Extend the Muni subway from the west portal of the Sunset tunnel to Ninth Avenue.

Such an extension would probably go under Parnassus and the U.C. Medical Center and have stations at Carl-Cole, the Medical Center, and Sixth and Judah. It would greatly improve transit service in the area and might significantly reduce the number of cars filtering through the Haight-Ashbury. Cost of construction would be very high.

BICYCLES

POLICY

Allow for the safe use of the bicycle as a means of transportation and recreation

RECOMMENDATION 1

Improve safety of the existing bicycle route which runs along Kezar Drive, through the Panhandle to Baker, Grove and McAllister, and Downtown.

Improvements include better sign designation of the route and low dividing curbs to separate automobile and bicycle traffic whenever possible.

RECOMMENDATION 2

Establish a new bicycle route linking Kezar Drive with Clayton and the existing bicycle route to Twin Peaks Boulevard.

Explore the possibility of an additional route branching off of Clayton onto Corbett and leading to the Eureka Valley area.

RECOMMENDATION 3

Place bicycle racks in appropriate locations in commercial areas, the parks, and around the large institutions.

These racks should be properly secured to ensure against theft.

For more information

Copies of the following reports are available at the Page Street Library and the Main Public Library in Civic Center. The Department of City Planning (100 Larkin Street, 558-4541) also has a limited supply of these background studies.

"The Haight-Ashbury, A Brief Description of the Past", 14 pp., 1971
"Haight-Ashbury Transportation", 35 pp., 1971
"Housing in the Haight-Ashbury", 64 pp., 1972
"Haight Street Shopping Area", 36 pp., 1972
"Haight-Ashbury Community Services", 32 pp., 1973

CITY PLANNING COMMISSION

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DEPARTMENT OF CITY PLANNING

Allan S. Jacobs, Director
This report, and the background studies preceding it, were written by Ronald Jonash and
John Phair. Tabloid graphics by Eda Kavin.

PLEASE FILL OUT THIS QUESTIONNAIRE • Mail to: DEPT. OF CITY PLANNING, 100 LARKIN ST., SAN FRANCISCO, CA

What Do You Think?

GOALS FOR THE FUTURE

Do you agree with the goals on page 2 of this report?
Goal 1: Encourage social diversity
Goal 2: Maintain and improve environmental quality
Goal 3: Promote economic well-being of the population

YES NO ?

☐ ☐ ☐

POLICIES AND RECOMMENDATIONS

Do you agree with most of the policies and recommendations in this report?
Which do you feel are particularly important?

☐ ☐ ☐

Are there any with which you strongly disagree?

☐ ☐ ☐

Would you add any?

☐ ☐ ☐

HOUSING

YES NO ?

If adequate financing is available, do you favor area-wide code enforcement and assistance as described?
Do you feel that such a rehabilitation assistance program is appropriate for:

☐ ☐ ☐

the Upper Ashbury?
the Lower Ashbury?

☐ ☐ ☐

Do you support similar financial assistance for all owners?

☐ ☐ ☐

Or, do you support better financial assistance for:

lower income owners?
owners who also live in their buildings?
condominium, cooperative, and home owners?
owners who agree to fair rent guidelines?

☐ ☐ ☐

Do you support controls to retain present front yards and building setbacks from the street?

☐ ☐ ☐

COMMUNITY FACILITIES

Do you favor converting the Haight Theater and adjacent buildings into a Community Center?
Should such a center be primarily for:
Neighborhood cultural activities (plays/arts/crafts)?
Neighborhood services (health, day care, etc.)?
Other?

☐ ☐ ☐

☐ ☐ ☐

(over)

